

**TOY DISTRICT/DOWNTOWN INDUSTRIAL DISTRICT
BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
JULY 22, 2008
MINUTES**

BOARD MEMBERS

Present: Monica Garcia (for Richard Mereulo), Matt Klein, Larry Rauch, Michael Tansey, William Shinbane and Paul Vert.

Absent: Ernie Doizaki, Richard Gardner, Donald Kanner, Howard Klein, Thomas Payne, Mark Shinbane, and Charlie Woo.

STAFF: Tara Devine, Raquel King, Greg Lee, Estela Lopez and Vicky McCormick.

CONSULTANTS: Qathryn Brehm, Ken Coelho, Don Steier, Steve Gibson (Urban Place Consulting)

GUESTS: LAPD Senior Lead Officer Mark Hyland (Newton Area)

I. CALL TO ORDER

Vert called the meeting to order with a quorum at 12:10pm.

II. PUBLIC COMMENT PERIOD ON NON-AGENDA ITEMS

Officer Hyland informed the Board that Newton's new Captain is Mark Olvera. Captain Olvera was previously the captain for Central Area traffic.

Officer Hyland reported that officers on Newton Area's morning watch followed a stolen vehicle to a house on 21st Street in Los Angeles, which turned out to be a chop shop. There had been a rash of GTA's (grand theft auto) in Newton area of Honda Civics and Accords. All of the stolen vehicles are associated with the chop shop on 21st Street. Since the bust, GTA's has decreased.

III. APPROVAL OF MINUTES

Rauch made a motion to approve the June 24, 2008 minutes, and Tansey seconded. The Board unanimously approved.

IV. FINANCE

Coelho reported that in June, Toy has a cash balance of \$184,615 and DID have a balance of \$669,152. Assessment revenue was received for both BIDs; Toy- \$140,000 and DID- \$400,000. Uncollected assessments as of June 30, 2008 equal; Toy- \$80,000 and DID- \$215,000.

Coelho reported that Toy is projecting to be on budget at year-end including accruals that will be recorded in December (these accruals will be paid from current and next year's funds. DID is projecting to be slightly under budget at year end and projecting to have a surplus of approximately \$120,000 in cash. DID was reimbursed \$25,000 from the private account; \$12,000 from Toy and \$16,000 from Arts during June.

Private account balance- \$25,500. Outstanding member dues- \$33,750.

V. RENEWAL

Gibson distributed the refined BID boundaries map that includes both sides of San Pedro Street, between Third and Fifth streets.

Lopez informed the Board that she and Devine made contact with the two major property owners in the proposed expansion areas; Coca Cola was receptive to a presentation, but their tone didn't indicate support. Coca Cola's assessment would be \$48,000. The assessment of the other major owner, Uncle Phil LLC, would be in the high \$50,000's.

Steier asked if the BID had a cogent presentation to show to the property owners in the proposed expansion area. Lopez explained that Coca Cola hires its own security and maintenance

and therefore believes its property does not need BID services. However, services are important to the owner/managers of the Uncle Phil properties. Cost of those services will be the determining factor for Uncle Phil.

Gibson reviewed the first partial draft of the management plan with the Board. Gibson informed the Board that the budget is \$30,000 higher due to City costs and the contingency. The budget is now at \$1,725,000; 76% safe and clean, 4% economic development, 15% administration/advocacy, and 5% City fees.

Gibson informed the Board that the management plan will include the 5% annual increase cap, method of financing, benefit zones, costs, formation, duration and governance. Gibson proposed keeping the 85% in-kind reduction for non-profits, but with a with a 1% annual increase. Gibson stated that he would have all twenty-three pages of the management plan complete, as well as the database, for the September Board meeting. Gibson stated that the BID renewal effort is within the required timeline.

Lopez informed the Board that the September Board meeting was scheduled the week before the Labor Day holiday, and due to quorum issues suggested the meeting be moved to August 18, 2008 at 9am. The Board agreed.

Lopez then introduced Monica Garcia of Meruelo Maddox as Richard Meruelo's proxy.

VI. OPERATIONS

McCormick reported that in comparison to 2007, graffiti in the Toy District has increased in 2008 due to a lack of cooperation from property owners. McCormick stated that the maintenance team member who removes the graffiti goes door to door to obtain approval to remove tagging from accessible private property. In 2008 bulky items increased in the Toy District due to construction throughout the District. McCormick reported that

the BID public safety team assisted LAPD in confiscating 922 pirated DVDs.

McCormick reported the illegal dumping of bulky items in DID continue to be a problem. She informed them that two public safety officers patrol the District at 5am trying to catch illegal dumpers in the act.

McCormick informed the Board that she came into the office on Saturday, July 19th to obtain a count of the number of homeless feedings taking place throughout the District. McCormick stated that she counted three on San Pedro Street across from the missions. McCormick stated that the people who feed the homeless do not clean up the area and leave trash bags on the sidewalk for the BID to pick up. McCormick added that there are currently a total of 608 encampments in DID.

McCormick reported that in the Toy District, blocking the sidewalk increased due to merchants placing their merchandise on the sidewalks. Drinking in public increased in June, which always happens during the summer months. The amount of shopping carts and milk crates collected increased in June. McCormick stated that the BID public safety teams are trying to identify where the shopping carts, crates and palettes come from. Trespassing increased in June, primarily in privatized alleys.

McCormick informed the Board that LAPD Senior Lead Officer Earl Wright continue to work diligently on illegal vending in the Toy District.

In June, blocking the sidewalk increased in DID. The north side of 8th Street has become a problem with loiterers. Drinking in public, health and welfare checks, loitering and drug activity all increased in June due to the always-higher number of transients on the sidewalks during the summer months.

McCormick stated that illegal vending in DID increased due to the crackdown on vendors in the Toy District. The collection of shopping carts and milk crates increased in June. Abandoned property tagged increased in June due to newcomers to the area who are not aware of the CCEA Check-In Center and choose to abandon their belongings on the streets.

Lopez informed the Board that CCEA's public safety teams are a good group of officers who know the areas well and in some cases have worked for CCEA for several years. She added that CCEA gets numerous compliments from LAPD on the professionalism and demeanor of its public safety officers.

CCEA pays its bike officers \$10.00 per hour to start, and they are capped at \$10.50 per hour. Currently the DCBID starts their bike officers at \$10.25 per hour; Hollywood BID \$10.96 per hour.

Lopez informed the Board that CCEA recently lost three good officers who opted to take fixed posts that pay more. Eleven officers currently work second jobs to supplement their salary.

Lopez stated that she would like to work with Coelho to determine whether public safety pay rates can be increased while remaining under budget. The Board agreed and directed the Executive Committee to provide final approval on increasing the public safety officers' pay rates.

VII. LEGISLATIVE UPDATE

Lopez thanked Devine for her many years of providing the legislative report.

Green Technologies:

Lopez reported that Len Betz of the CRA would be sending more information on the "Green Technologies" program that Cecilia Estolano and the CRA are working on. Lopez stated that Estolano would like to work with CCEA on a proposed Green Tech Industrial Corridor in eastern Downtown.

VII. MARKETING

DASH Bus Route:

Brehm reported that she met with Bruce Gilman, Public Information Director for the Department of Transportation. Brehm stated that she and Gilman discussed possible locations for the media event to kick off the new DASH route. One possible location was Fisherman's Outlet. Fisherman's Outlet is a bit off of the route, therefore 3rd & Central Avenue may be the best location. Brehm informed the Board that she would provide information on how the Board members could participate.

Brehm added that the goal is to make this new route permanent because the area currently has no transit that goes from point A to B for a quarter. This route provides a quick ride to restaurants for lunch.

IX. NEW BUSINESS- None

X. ADJOURNMENT- The meeting of the Board was adjourned at 1:02pm.